



MICHIGAN VETERANS AFFAIRS
AGENCY
VETERAN EMPLOYMENT INITIATIVES

September 19, 2017



Veteran Friendly Employer Program

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- What started out as a small group of companies seeking veteran talent in 2013 has grown to an active network of over 145 companies and organizations representing a wide range of Michigan industries and agencies.
- Unprecedented level of inter-agency and public/private sector cooperation with the overarching goal of finding quality careers for Michigan's veterans.



MVAA Veteran Friendly Employer Certification

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Veteran Friendly Employer Program

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Bronze Level Veteran Friendly Certification:

- Complete a short description of your company for our website
- Provide a logo for publication
- Complete a “snapshot” of your organization
 - Current # of Michigan-based employees
 - Current # of veterans employed
 - Commitment to hire veterans and veteran hiring goal
 - Brief description of current veteran hiring practices
 - Post job openings to MiTalent.org
 - Provide HR with 1-800-MICHVET info for veteran employees
- Agree to sign ESGR Statement of Support (provided by MVAA)



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Silver Level Veteran Friendly Certification:

- Complete Bronze level certification
- Achieve stated veteran hiring goals
- Describe specific veteran hiring strategies
- Provide training to HR staff on value of hiring veterans
- Advertise veteran friendly information and MVAA logo on company website
- Share best practices with other employers
- Complete **at least 2** of the following:
 - Veteran or Guard/Reserve specific benefit package
 - Veteran specific onboarding program
 - Veteran specific employee retention program
 - Veteran available OJT or apprenticeship program
 - Track veteran, Guard/Reserve, military spouse employment applications



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Gold Level Veteran Friendly Certification:

- Complete Silver level certification
- Retain at least 75% of veterans hired for 12 months
- Provide veteran retention training to HR professionals
- Complete at least 4 of the following:
 - Veteran specific support programs like Veterans Affinity Group or veteran employee recognition program
 - Veteran Spouse hiring initiative
 - Veteran specific career management program
 - Visits to active component transition sites
 - National level recognition for veteran hiring efforts
 - Participation in MVAA councils
 - Dedicated veteran hiring staff
 - Increased advertising



Innovative Ideas Mean Better Jobs for Our Veterans

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- The Michigan Veterans Employment Council
 - ▣ Quarterly body hosted by the MVAA at locations across the state. Current members include:
 - Whirlpool
 - Consumers Energy
 - DTE
 - Roush Industries
 - GM
 - MSP & MDOT
 - And others
 - ▣ Effective and unique collaborative effort that combines resources, knowledge and best practices to share information and ideas concerning veteran talent attraction.



Creating Talent Pipelines

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2017 has been a great year for the MVAA and Michigan Employers, all dedicated to finding innovative ways to attract and retain veteran talent to their organizations.



Consumers Energy
Count on Us®





Why Michigan Talent Attraction Team

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Site visits have included Fort Campbell Kentucky, Fort Knox Kentucky, Fort Carson Colorado and Washington DC. Companies like Roush, GM, Stryker, Consumers, Mahindra and others have travelled together with the MVAA and MEDC to access this highly skilled talent pool!

Cooperative effort between state agencies, public and private employers who visit active component military installations across the country to pitch *Pure Michigan®* to transitioning service members.





Interagency Cooperation at its Finest

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- The 2017 Armed Services Transition Expo
 - MVAA and MEDC have partnered in a resource sharing event to be hosted in Rochester Hills, MI., Oct 11-12 2017.
 - Transition Counselors and Staff from major military installations across the US will converge in SE Michigan to meet with employers and see first-hand the amazing career opportunities that await their Transitioning Service Members.
 - Counselors will meet face-to-face with employers, Michigan National Guard leadership and state agencies in a relaxed and professional environment.
 - End Result – Pure Michigan® ambassadors across the United States!



800-MICH-VET (800-642-4838)

MichiganVeterans.com

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